

Alcohol E-Commerce Market By Alcohol type (Wines and Champagnes, Spirits, Beers, Others), By Price Point (Economy, Mid range, Luxury), By Distribution Channel (Online Grocery, Online Alcohol Marketplaces, Licensed Specialty Retailers, Direct to Consumer Wine Online): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The global alcohol e-commerce market was valued at \$42,320.0 million in 2021, and is projected to reach \$173,819.0 million by 2031, registering a CAGR of 15.2% from 2022 to 2031.

E-commerce also is known as electronic commerce refers to the buying and selling of commodities electronically through online services. E-commerce has grown rapidly in recent times and almost every product is available on online platforms. The e-commerce liquor is selling and purchasing of alcoholic beverages through online platforms. The millennial and Z generations are more reliable on e-commerce purchasing rather than the retail stores; therefore, boosting the growth of the e-commerce market. The emerging technologies have improved the direct-to-consumer (D2C) sales, online grocery, and online liquor stores. The beverage industry has inclined toward e-commerce platforms to make their online presence throughout the world and directly connect to the requirements of the consumer. The digital platforms and third-party apps have created the trend of buy-online and pick-up in-store functions. Wine holds the largest market share in the alcohol e-commerce market followed by beer and other liquors.

E-commerce has presented an easy mode of purchasing and transactions for consumers. The alcoholic liquor market is growing at a slow rate but the presence of the liquor market on e-commerce has created a new experience for the consumers. The increase in consumption of alcohol, the surge in e-commerce, direct-to-consumer sales, presence of beverage industry on online platforms, expanding business model, third-party platforms and applications, ease of transaction and payment methods, the safety of the product, availability of information about the product such as alcohol content and aging, availability of rare and specialty liquors,

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increase in online grocery sales, availability of variants to the consumer, increased disposable income, the surge in urbanization and packaging innovation are the key drivers which lead the growth of the global alcohol e-commerce market.

The global alcohol e-commerce market is segmented into alcohol type, price point, distribution channel, and region. On the basis of alcohol type, the market is classified into wines/champagne, spirits, beers and others. By price point, it is bifurcated into economy, mid-range and luxury. As per distribution channel, it is categorized into Online Grocery, online alcohol marketplace, licensed specialty retailers, and direct-to-consumer wine online. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain, Russia, and the rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, Malaysia, Indonesia and the rest of Asia-Pacific), and LAMEA (Brazil, Argentina, South Africa, Nigeria, United Arab Emirates, and the rest of LAMEA).

The major players analyzed for global alcohol e-commerce industry are Bright Cellars, Costco Wholesale Corporation, Drizly, Evino, Flaviar, Naked Wines, RserveBar, Total Wines & More, Uber Technologies Inc, Vivino, and Vintage Wine Estates.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the alcohol e-commerce market analysis from 2021 to 2031 to identify the prevailing alcohol e-commerce market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the alcohol e-commerce market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global alcohol e-commerce market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Alcohol type

- Wines and Champagnes
- Spirits
- Beers
- Others

By Price Point

- Economy
- Mid range
- Luxury

By Distribution Channel

- Online Grocery
- Online Alcohol Marketplaces
- Licensed Specialty Retailers
- Direct to Consumer Wine Online

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- United Kingdom
- France

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- Italy
- Spain
- Russia
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Malaysia
- Indonesia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- Argentina
- Nigeria
- UAE
- South Africa
- Rest of LAMEA
- Key Market Players
- Vivino
- Uber Technologies Inc
- Vintage Wine Estates
- Drizly
- Naked Wines plc
- Evino
- Winc Inc
- Bright Cellars
- ReserveBar
- Flaviar
- Total Wine and More
- Costco Wholesale Corporation

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